



2025 Performance Report New York - Hong Kong - London

As of 2025, the poverty situation in Hong Kong is expected to remain critical, building on trends observed in previous years. Here are some key points regarding the anticipated poverty landscape:

High Poverty Rate: The overall poverty rate in Hong Kong is projected to remain elevated. This figure is likely to persist or worsen due to ongoing economic challenges and demographic shifts, particularly the ageing population.

Elderly Poverty: The elderly population continues to be disproportionately affected by poverty. In 2024, many individuals aged 65 and above were living in poverty, representing a significant increase since 2019. This trend is expected to continue as the population ages and the number of singleton and doubleton elderly households rises.

Income Disparity: The income gap in Hong Kong has widened dramatically, with the poorest decile earning significantly less than the wealthiest. This growing inequality is likely to exacerbate poverty levels moving into 2025.

In summary, the poverty situation in Hong Kong in 2025 is likely to reflect ongoing challenges, particularly for vulnerable populations such as the elderly, amidst rising income inequality and insufficient government intervention.

With these rising costs, low-income individuals and street sleepers have been struggling to find reasonable affordable housing and to afford nutritious food, as wages have not risen in line with inflating food and housing prices. As such, Sunshine Action continues to pack and deliver Sunshine Fortune Bags containing essential long-life food essentials and hot food dinner boxes to the poor, including the elderly, the low-income families, the handicapped, the refugees and mentally- ill and street sleepers across Hong Kong regions. These contain rice, pasta, dry foods, toiletries and other key essentials for basic nutrition and sanitation.

Amidst these economic and social conditions, Sunshine Action continues to uphold its mission to **“Feed the Hungry & Warm the Abandoned”**

Sunshine Action US & UK’s ongoing charity efforts in the communities will likely have a positive impact. Community-focused initiatives often help address local needs, promote social cohesion, and empower individuals.



SUNSHINE ACTION UK
CHARITY REG. NO. 1202617

SUNSHINE ACTION is Public Charity Entity
with tax exempted under Internal Revenue Code
(IRC) Section 501 ©(3) in USA

2025 Beneficiary charity centers & organizations

Since January 2025, Sunshine Action has supported the **long term food support programs** and donated the **Sunshine Fortune Bags** and other items to poor families in general, elderly, physically handicapped, severely sick, mentally ill, single parents, the asylum seekers and refugees, the homeless and the overseas charity programs:



1. Alliance of Self Help Groups for the Occupational Injuries and Diseases 香港職業傷病聯盟
2. Assoc. for Engineering and Medical Volunteer Services (EMV) 工程及醫療義務工作協會 輔助就業服務
3. CODA Hong Kong 香港聾人子女協會
4. Harmony House 和諧之家 Harmony Link Domestic Violence Prevention Centre
5. HK Occupational Deafness Assc. 香港衛聰聯會
6. SAGE Chai Wan District Elderly Community Centre 耆康會柴灣長者地區中心
7. SAGE Eastern District Day Care Centre for the Elderly 耆康會東區老人日間護理中心
8. SAGE Ho Sang Neighbourhood Elderly Centre 耆康會何生長者鄰舍中心
9. SAGE Kwai Shing West Day Care Centre for the Elderly 耆康會葵盛西長者日間護理中心

10. SAGE Sun Kwai Hing Gardens Day Care Centre for the Elderly 耆康會新葵興花園老人日間護理中心
11. SAGE Tsuen Wan District Elderly Community Centre 耆康會荃灣長者地區中心
12. SAGE Yam Pak Charitable Foundation Day Care Centre for the Elderly 耆康會任白慈善基金老人日間護理中心
13. Po Leung Kuk Home Care Service for Persons with Severe Disabilities 保良局嚴重殘疾人士家居照顧服務(新界區)
14. Ta Ku Ling Kei Lok Com. Assoc. 打鼓嶺耆樂會社
15. Windshield Charitable Foundation 宏施慈善基金 Chau Kwai Building Service Point 秋葵樓服務點
16. Windshield Charitable Foundation 宏施慈善基金 Evita Law Social Services 羅貝兒社會服務處-秀茂坪
17. Windshield Charitable Foundation 宏施慈善基金 Kwai Chung Service Center 葵涌社會服務處
18. Windshield Charitable Foundation 宏施慈善基金 Ping Shek Service Center 坪石社會服務處
19. Windshield Charitable Foundation 宏施慈善基金 S.S.P. Social Services 深水埗社會服務處

耀陽農曆
新年福袋



Sunshine CNY
Fortune Bags

Long-Term Food Support Program

Due to the increasing challenges during the economic hardship, Sunshine Action has offered long-term food support to low-income/poor individuals for 6-12 months. However, Sunshine Action has continued supporting the individual if they needed further help. These cases are referred by social workers to a team dedicated to helping through delivery. Referrals tend to be cases who suffer from a severe illness or are severely disabled.

Sunshine Action started this program in 2011, with a focus on tailor-made quantity and content according to the needs of beneficiaries. All products we used in the “Sunshine Fortune Bags” and food programs are carefully selected or tailor-made for their excellent quality and with long enough expiry dates.

The Street-Sleepers program

Our Story

Over 16 years ago, the founder of Sunshine Acton, *Sunny*, was a regular volunteer for few charity organizations. One evening, he was called upon to help distribute food to the street-sleepers in the Yaumatei area. When Sunny arrived to the site, the center gave him alongside other volunteers some breads & butter, and a beverage.

They started to walk the entire Yaumatei area – next to the wholesale fruit market of HKG- and distributed those breads with butter that evening. When Sunny came back home that evening he discussed with his best friend and they decided to do it again themselves. They simply bought tunas, hams, tomatoes, lettuces, breads, cheeses and packed all the sandwiches again and walked along the same roads they did with the charity center.

At that time they both had full-time jobs, but luckily their office was close to home, so the sandwiches could be packed right after office hours Sunny carried all the sandwiches and his friend carried all beverages. It was quite heavy for only 2 persons, but they continued doing so for months to come.

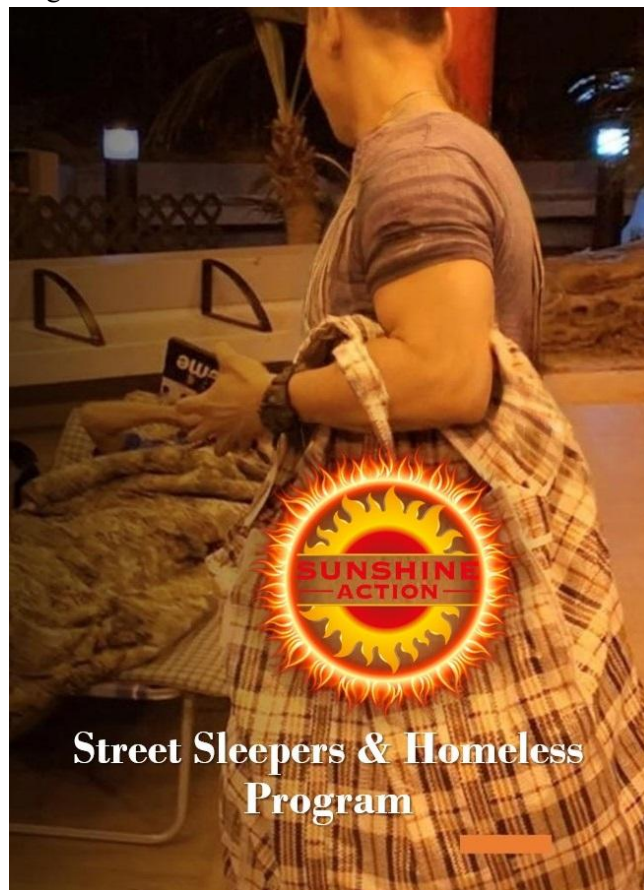
Since, they have without fail delivered these sandwich meals and drinks on the evening of major Festive Holidays, including: parent’s days, mid-autumn festival, Christmas Eve, New year eve, because these are the evenings that nobody would care about them. So they decided to be always there for these people to show with care and compassion delivering food.

For 16 years, Sunny has witnessed every evolution & revolution that has occurred in these areas.

Within a year, Sunny & his friend created **SUNSHINE ACTION 耀陽行動** on June 2008, therefore this is the oldest program of Sunshine Action as they started doing it before the organization was founded.

By 2024, Sunshine Action has donated and partnered with over 900 charity organizations and centers around the World:
<https://www.sunshine-action.org/performance-reports>

We distribute the dinner boxes, the supplements, anti-pandemic items, essential materials, cash coupons, a variety of food and beverages, others essentials, hot pads, etc.,



In 2025, Sunshine Action is set to enhance its **Corporate Social Responsibility (CSR)** initiatives by collaborating with corporations globally. This collaborative approach aims to address pressing social issues and create meaningful, sustainable impact in communities. By leveraging the resources and expertise of corporate partners, Sunshine Action will focus on innovative projects that promote social welfare, environmental sustainability, and economic empowerment.

The goal is to foster partnerships that not only benefit the communities served but also align with corporate values and objectives, creating a win-win scenario for all stakeholders involved.



The **SUNSHINE ACTION APP** focuses on enhancing community engagement by providing essential services for donors and volunteers. Here's a brief overview of its features:

Volunteer Registration: Easy sign-up process for new volunteers.
Profile creation to track volunteer hours and activities.

Events Calendar: A comprehensive calendar displaying upcoming events.
Ability to filter events by date, type, or location.

Volunteer Sign-Up: Simple interface for volunteers to sign up for events.
Notifications and reminders for upcoming commitments.

Online Donation: Secure and user-friendly donation process.

Join Together: Coordinate our efforts and volunteer as a group. Invite friends!

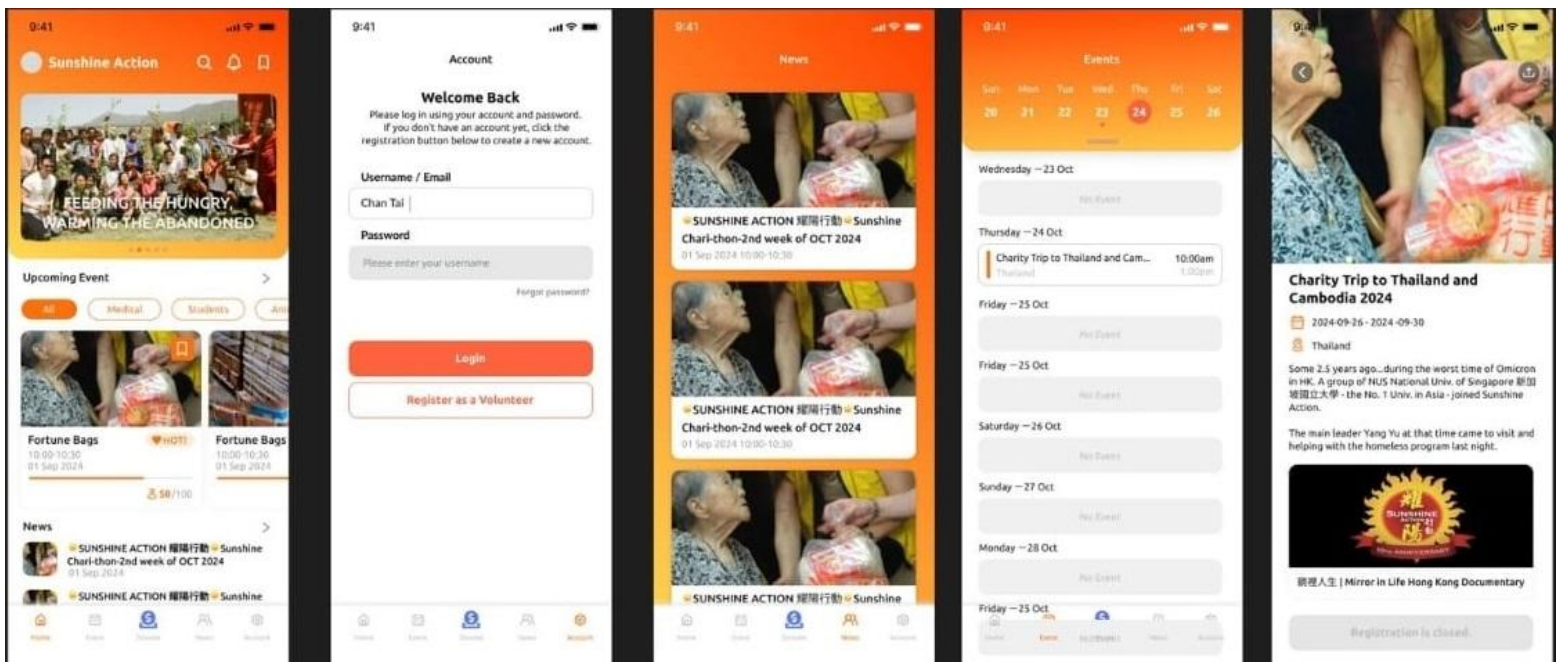
Additional Features:


- Impact tracking to show how donations and volunteer hours are making a difference.
- Community forums or messaging for volunteers to connect and collaborate.

Benefits

- Increased Engagement: Encourages more people to get involved and support community initiatives.
- Streamlined Processes: Simplifies registration and donation tasks, making it easier for everyone.
- Real-Time Updates: Keeps volunteers informed about new opportunities and events.

This app would significantly enhance the experience of both donors and volunteers, making community service more accessible and organized.





SUNSHINE AMBASSADORS

THE SUNSHINE AMBASSADORS 耀陽大使

The SUNSHINE AMBASSADORS, the SUNSHINE 45 CLUB, the SUNSHINE INTERNS and the students involved with Sunshine Action during 2025 are from:

1. University of Chicago, USA 芝加哥大學
2. University College London, UK 倫敦大學學院
3. NUS National University of Singapore, SG 新加坡國立大學
4. UCLA University of California Los Angeles 加州大學洛杉磯分校
5. New York University 紐約大學
6. HKU Hong Kong University 香港大學 - MPH Master in Public Health
7. CUHK Chinese University HK 香港中文大學
8. University of St Andrews, UK 聖安德魯斯大學
9. University of Keele, UK 基爾大學
10. University of Durham, UK 對衡大學
11. University of Bristol, UK 布里斯托大學
12. University of Toronto, Canada 多倫多大學
13. King's College London, UK 倫敦國王學院
14. Loughborough University, UK 羅浮堡大學
15. LSE London School of Economics and Political Science 倫敦政治經濟學院
16. DBS Diocesan Boys' School 拔萃男書院
17. Singapore Int'l School 新加坡國際學校
18. Columbia Grammar & Preparatory School, New York, US
19. GSIS German Swiss International School 德瑞國際學校
20. French International School 法國國際學校
21. CDNIS Canadian International School 加拿大國際學校
22. ESF King George V School 英基英皇佐治五世學校
23. ESF Discovery College 英基智新書院
24. ESF Renaissance College 英基啓新書院
25. ESF Island School 英基港島中學
26. ESF West Island School 英基西島中學
27. ESF South Island School 英基南島中學
28. ESF Shatin College 英基沙田學院
29. ESF Bradbury School 英基白普理小學
30. Yew Chung International School 耀中國際學校
31. Nord Anglia Int'l School HK 香港諾德安達國際學校
32. VSA Victoria Shanghai Academy 滬江維多利亞學校
33. Tai Kwong Hilary College 大光德萃書院
34. Kiangsu-Chekiang College, International Section 蘇浙公學國際部

Sunshine Internship

New York - London - Hong Kong



SUNSHINE ACTION 2025 Sunshine Chari-thon Internship

New York - London - Hong Kong

<https://www.sunshine-action.org/sunshine-internships>

Since 2021, Sunshine Action has been establishing a new branch office in the US & UK. We would like to invite students interested in charity and social service to join a summer internship and conduct a wide range of tasks, which involves organising humanitarian programs and events, for our New York, London and Hong Kong branches.

Sunshine Action provides global internship opportunities, welcoming talented interns from prestigious institutions ranked among the top 10 QS universities. This includes renowned universities such as Oxford, Cambridge, the University of Chicago, and University College London (UCL), etc....

By collaborating with these exceptional students, Sunshine Action benefits from fresh perspectives and innovative ideas while offering interns hands-on experience in social impact initiatives. This symbiotic relationship not only enhances the interns' professional development but also strengthens Sunshine Action's mission to create positive change in communities around the world. Through this program, interns engage in meaningful projects, build valuable skills, and contribute to transformative efforts in various sectors.

- Note that tasks can be tailored to the candidate's own learning interests. For one's reference, the estimated number of hours for each task is given under an internship period of 10-20 weeks.

This year, confirmed interns are from:

- **HKU Hong Kong University** 香港大學 - MPH Master in Public Health





THE SUNSHINE CHARI-THON 2025 - 2026

1 team of students and interns
Pack the Sunshine Food Bags in 1 institution or school
Donate and Partner with a beneficiary charity organization

In 2024, The **Sunshine Chari-thon** focuses on connecting with any universities and private or international schools in each city, county, state or region. Each participating institution will have one leading intern responsible in organizing events. Our goal is to run a **Sunshine Food Bag** event in one of the states or counties taking one Sunshine Food Bag event each week.

Last year, the "Sunshine Food Bags" packing events were organized by the students from:

1. **The University of Chicago** 芝加哥大學
2. **The University of Oxford** 牛津大學
3. **UCL University College London** 倫敦大學學院
4. **NYU New York University** 紐約大學
5. **The University of Georgia** 喬治亞大學
The Backpack Project Athens
6. **Miami University at Oxford, Ohio** 邁阿密大學
7. **Columbia Grammar & Preparatory School**, NYC, US

We are currently planning to expand Sunshine Action's presence in the USA, UK, Hong Kong and others places. Our partnerships with the students from universities have proven positive for networking and creating impactful programs, so we would like to set up a comprehensive network active from Sept 2024 - 2026.



SUNSHINE ACTION 耀陽行動

www.sunshine-action.org

Sunny - WhatsApp +852 68884028

e-mail: sunshine@sunshine-action.org

Sunshine Action Youtube Channel <https://www.youtube.com/@sunshineaction22>

Sunshine Action performance reports: <https://www.sunshine-action.org/performance-reports>

